

3. Social Marketing

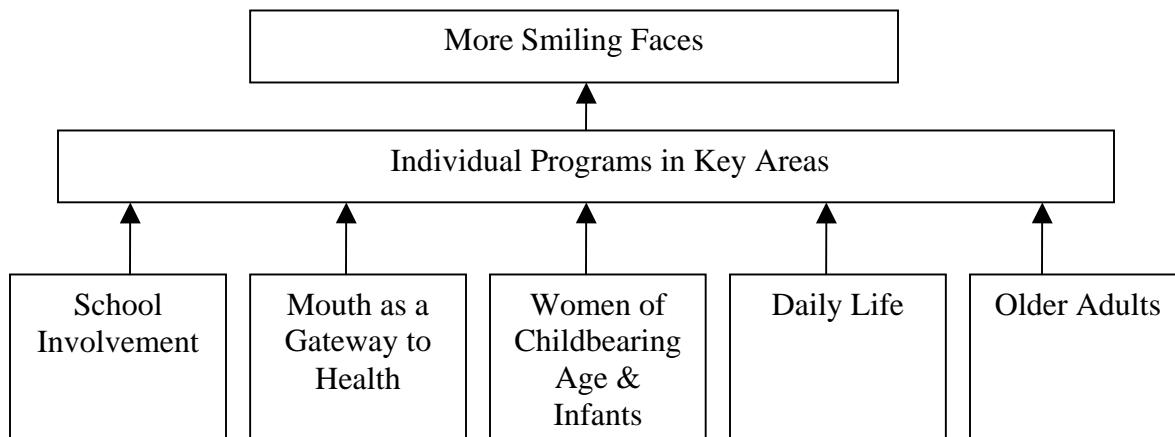
Background – SC DHEC hired Hyde Park Communications as a consult to develop a five-year social marketing plan. The title of that plan is “More Smiling Face” and was submitted to SC DHEC on September 24, 2004. A copy of the social marketing plan is presented in Appendix F. It reflects an action plan aimed at solving oral health problems identified by South Carolinians through building upon grassroots support while sustained funding is developed. Hyde Park addressed key audiences, including: elementary and middle school students; women of childbearing age; low to moderate income individuals; older adults; and Hispanic populations.

The five year plan has a three-pronged approach. (1) Start with grassroots activities focusing on approaches that can grow annually and involve citizens. (2) Build on DHEC resources and information that already exist. Be sure to use consistent messages and expand outreach opportunities. (3) Enlist key partners such as sports organizations or celebrities, retail partners, and the media.

Update: At June 2007 7th Annual Oral Health Forum, the Social Marketing Workgroup was established, conducted meetings and reports at the QAS.

Logic Model –

Developed by Hyde Park



Objectives -

3.1 Implement the “Brush Up-Be Smart” Day, a school improvement approach, through a Coalition Workgroup in 10% of schools by June 2010.

Healthy People Reference 7-11: Increase culturally appropriate and linguistically competent community health promotion and disease prevention programs

Baseline (1996-97): 25%

2010 Target: 50%

21-2: Reduce untreated dental decay in children and adults.

Baseline (1996) 20%

2010 Target: 57%

21-8: Increase sealants in 8 yr old children with first molars and in 14 yr old children with first and second molars.

Baseline (1988-94) 23% for 8 yr olds and 15% for 14 yr olds

2010 Target: 50% for all populations

21-12: Increase preventive dental services for poor children.

Baseline (1996) 20%

2010 Target: 57%

Original State Oral Health Plan Reference – Priority 2, Strategy 2.1 (See Appendix D; Priority 5, Strategies 5.1 and 5.2 (See Appendix G)

Measurement Type - Process

Data Collection Method –

(1) Monitor website traffic with the indicator of success being increases in hits to the DHEC Division of Oral Health website;

(2) Monitor requests for information with the indicator of success being increases in requests from the media, the general public and third-party intermediaries for campaign materials, all of which is collected by DHEC staff;

(3) Media analysis of campaign with the indicator of success being placement of campaign messages and content online, general market and targeted newspapers and media coverage of community-based events, such as Smile Check

(4) Partnership analysis of the campaign with the indicator of success being adoption of materials by partner organizations that further campaign goals and the inclusion of the campaign's key messages in partner organizations' communications vehicles

(5) Conduct pre-intervention and post-intervention timeframes where possible

3.2 Implement the “Word of Mouth Campaign,” a school improvement approach, through a Coalition Workgroup in 10% of schools by December 2009.

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2010 Target: 50%

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- (4) Partnership analysis of the campaign with the indicator of success being adoption of materials by partner organizations that further campaign goals and the inclusion of the campaign's key messages in partner organizations' communications vehicles
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3.3 Implement “Keep Your Engine Running,” a mouth as a gateway to health approach, through a Coalition Workgroup by December 2010.

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2010 Target: 50%

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- (4) Partnership analysis of the campaign with the indicator of success being adoption of materials by partner organizations that further campaign goals and the inclusion of the campaign's key messages in partner organizations' communications vehicles
- (5) Conduct pre-intervention and post-intervention timeframes where possible

3.4 Implement “Happy First Birthday,” a women and infants approach, through a Coalition Workgroup by December 2008.

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2010 Target: 50%

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- (5) Conduct pre-intervention and post-intervention timeframes where possible
- (6) DHEC will work with ORS to determine if preventive dental services paid for by Medicaid increase for children under the age 5 during the "Happy Birthday" campaign.

3.5 Implement "The Complete Package," a woman and infants approach, through a Coalition Workgroup by December 2009.

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3.6 Implement "Smile Check," a daily life approach, through a Coalition Workgroup by December 2009.

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- (5) Conduct pre-intervention and post-intervention timeframes where possible
- (6) DHEC will work with ORS to determine if preventive dental services paid for by Medicaid increase for children under the age 18.

3.7 Implement "Happy 65th Birthday," an older adults approach, through a Coalition Workgroup by December 2010.

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